ORDER

Orders Order / Rev: 108244 06867665 Alt Order #: JOE HECK 4 CONGRESS Product Desc: KSNV 3074 Estimate: Flight Dates: 10/25/12 - 10/30/12 Primary AE: Amy McCreary BLPHI Original Date / Rev: 10/24/12 / 12/05/12 Sales Office: Order Type: **GENERAL** Sales Region: National Name: Strategic Media Placement, Inc. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15% Advertiser **Heck, Joe for Congress** Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC02 00:05:00 Order Separation: SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Start Date	Date End Date # S		Gross Amount	Net Amount		
10/01/12	10/28/12	6	\$12,800.00	\$10,880.00		
10/29/12	10/30/12	2	\$3,800.00	\$3,230.00		

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$12,800.00	\$10,880.00	0.00
November 2012	2	\$3,800.00	\$3,230.00	0.00
Totals	8	\$16,600.00	\$14,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	25%	\$16,600.00		
Market	100%	\$66,400,00		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$16,600.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$16,600.00
KTUD	1%	\$664.00
KVVU	20%	\$13,280.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$2,656.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/	WaÇM	6-7a	T	1:00 1	\$1,400.001	0.00 NM	1	\$1,400.00
	M-F 6-7a WakeUp w/Wagners											
	NEWS											
	Sta	rt Date	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating					

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Order / Rev: 108244 Advertiser: Heck, Joe for Congress

Alt Order #: 06867665 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 10/25/12 - 10/30/12 Estimate: 3074

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount E 1 KSNV 10/25/12 10/25/12 M-F 6-7a WakeUp w/Wa@M 1 \$1,400.001 \$1,400.00 6-7a 1:00 0.00 NM M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T---1 \$1,400.00 0.00 E 2 KSNV 10/29/12 10/29/12 M-F 6-7a WakeUp w/WaCM M-----1:00 1 \$1,400.001 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating 11/04/12 M-----Week: 10/29/12 1 \$1,400.00 0.00 M-F Early News 2 \$2,400.001 E 3 KSNV 10/25/12 10/26/12 CM ---TF--0.00 NM 5-630p 1:00 2 \$4,800.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---TF--2 \$2,400.00 0.00 E 4 KSNV 10/30/12 10/30/12 M-F Early News CM -T----1:00 1 \$2,400.001 0.00 NM \$2,400.00 5-630p M-F Early News **NEWS** Start Date **End Date** Spots/Week **Weekdays** Rate Rating Week: 10/29/12 11/04/12 -T----1 \$2,400.00 0.00 E 5 KSNV 10/25/12 10/26/12 Ralston Reports ---TF--CM 730-758pm 1:00 2 \$1,800.001 0.00 NM \$1,800.00 FacetoFace/Ralston Report **FACE** Start Date End Date **Weekdays** Spots/Week Rating ---TF--Week: 10/22/12 10/28/12 2 \$1,800.00 0.00 <u>Weekdays</u> Ch Date Range Description Start/End Time Length Rate Rtg Type 730-758pm 1:00(\$1,800.00) 0.00 NM 2 KSNV 10/22/12-10/28/12 Ralston Reports ---ThF----Credited [CREDIT-REFUND] E 6 KSNV 10/25/12 10/26/12 M-F News 3 at Eleven CM 11pm-1135pm ---TF--1:00 2 \$2,400.001 0.00 NM \$4,800.00 2 M-F News 3 at Eleven **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating 10/28/12 ---TF--2 \$2,400.00 Week: 10/22/12 0.00 ----S E 7 KSNV 10/28/12 10/28/12 Sunday Today 1 \$1,500.001 0.00 NM CM 7a-8am 1:00 O \$0.00 Sunday Today **SUN TODAY** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 ----S 1 \$1,500.00 0.00 Start/End Time Ch Date Range **Description Weekdays** Length Rate Rtg Type 1 KSNV 10/22/12-10/28/12 Sunday Today 7a-8am -----Su *1:00(\$1,500.00) 0.00 NM* Credited [CREDIT-REFUND]

Totals 8 \$16,600.00